

Claims

1. A method for suppressing the recording and/or reproduction of undesirable program sections, in particular advertising, transmitted by a transmitter, for an apparatus (22) pertaining to consumer electronics, having the following steps:
- 5 definition of the undesirable program sections, which can be identified by a coded identification signal which can be received from an online service provider, in particular an Internet service provider, by means of an input device;
- 10 identification of the start of an undesirable program section, in particular an advertising block, and provision of the identification signal by an identification device (6) set up for communication with the apparatus (22) appertaining to consumer electronics, said apparatus being in a first operating state;
- 15 transmission of a corresponding first signal to a control box (12) which can be connected to the apparatus (22) appertaining to consumer electronics;
- 20 processing of the first signal in the control box (12);
- 25 changeover of the apparatus (22) into a second operating state by means of a measure effected by the control box (12) in response to the first signal;
- 30 identification of the end of the undesirable program section, in particular the advertising block, by the identification device (6),
- transmission of a corresponding second signal to the control box (12);
- 35 processing of the second signal in the control box (12);
- changeover of the apparatus (22) back into the first or a third operating state by means of a

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measure effected by the control box (12) in response to the second signal;
insertion of a replacement program at least during the validity of the first signal on the apparatus (22) appertaining to consumer electronics.

2. The method as claimed in claim 1, which has the following steps:
transmission of information with regard to the consumer behavior of the user of the apparatus (22) via a network interface (94) to the online service provider.
3. The method as claimed in claim 2, which has the following steps:
evaluation of the information with regard to the consumer behavior of the user of the apparatus (22) at the online service provider; and
selection of the replacement program in accordance with the evaluation and transmission of the replacement program to the apparatus (22) by the online service provider.
4. The method as claimed in claim 1, 2 or 3, which has the following steps:
buffering of the replacement program and/or of the current program, interrupted by the reception of the first signal, in a buffer memory (64); and
temporally staggered reproduction of the buffered replacement program and/or of the current program interrupted by the reception of the first signal.
5. The method as claimed in one of the preceding claims, wherein the apparatus (22) is a television and the information of the television signal is stored separately according to sound sequence and picture sequence and is evaluated in each case individually, preferably in parallel, according to different predetermined criteria for advertising

block identification by the identification device (6).

- 5 6. The method as claimed in one of the preceding
claims in application during a simultaneous
recording of a transmission onto the medium of a
recording device, wherein it contains the step of
stopping the recording during the transmission
10 time of an undesirable program section and
resuming it after the end of said undesirable
program section.
7. A control box for carrying out the method as
claimed in claim 1, having:
15 an input device for defining undesirable program
sections;
a receiving device (82, 84, 86) for receiving the
first and second signals made available by the
identification device (6), preferably in the form
20 of an external service provider, and for receiving
the replacement program;
a signal processing unit (18) for processing the
received first and second signals;
an output device (20) for controlling the
25 apparatus (22) appertaining to consumer
electronics;
a transmitting device (90) for transmitting the
information with regard to the consumer behavior,
preferably information about the duration and/or
30 the reception channel of program sections received
most recently by the apparatus (22) appertaining
to consumer electronics; in which case the
transmitting device (90) can be coupled to the
network interface (94) in order to transfer the
35 data.
8. The control box as claimed in claim 7, wherein it
can be connected to a buffer memory (64) which is
set up for buffer-storing information with regard

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to sections of the currently received transmission or information from the network interface (94) and for outputting it again to the apparatus (22) appertaining to consumer electronics.

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9. The control box as claimed in claim 7 or 8, wherein it has a further receiving device (16), with which it is set up for receiving a signal originating from a remote control of the apparatus (22) appertaining to consumer electronics.

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10. The control box as claimed in claim 9, wherein the processing device (18) is set up for processing the signal of the remote control for the purpose of selection of the second operating state of the apparatus (22).

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